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AUTHOR Schweitzer, John C.
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ABSTRACT

Data from three studies were used to test the hypothesis that young people have greater interest in events outside their immediate locale than they have in local events. The basic data come from a 1974 survey of 830 people living in Virginia Beach, Virginia, drawing from three age groups: 18 to 24, 25 to 29, and 30 and older. Additional data were obtained from studies conducted in Huntington, West Virginia, and in the Detroit metropolitan area. Each age group was examined for the following characteristics: mobility, attachment to community, community orientation, leisure-time activity, time spent reading newspapers, kind of news read, television news-viewing habits, further information sought from newspaper, and total amount of time spent watching television. The analysis of data supports the hypothesis, and implications for newspaper-reporting strategies are discussed. (RL)

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NEWSPAPER READERSHIP INTERESTS OF THE YOUNG

John C. Schweitzer

School of Journalism
Indiana University

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In a survey of editors reported at the recent American Society of Newspaper Editors Annual Convention, it was revealed that editors' primary concern was readership and circulation of their newspapers.[1] What has happened to cause editors to become concerned with circulation? Perhaps the concern came with the knowledge that total daily newspaper circulation in the U.S. has declined 4% since 1974.[2] But DeFleur and Ball-Rokeach reported in 1975 that newspaper circulation per household in the United States reached its peak of 1.36 in 1910 and by 1973 had sunk to .93.[3]

One of the weakest segments in the population of newspaper readership are young adults. In 1960 the Census Bureau reported that in households in which the head of the household was under 25, newspapers had only 44.8% penetration compared to 67.3% penetration in households in which the head was between 35 and 39.[4] And according to Bogart:

> Newspaper circulation has failed to match not so much the growth rate of households, families, and adult population as the demographic explosion of the post-war babies who will be the citizens and customers of tomorrow, and who with their superior level of education should be the readers, too.[5]

Apparently, newspapers have not improved penetration among adults; they have slipped even further.

In any case, the watchword among editors and publishers these days seems to be, "What can we do to attract and hold readership?" One of the most popular approaches to the problem is to "give the

reader what the reader wants." And many newspapers have begun to change their approach to the news in attempting to provide the reader with what they perceive his wants to be. A common approach is to assume that readers, "will hear about major national and international news developments on radio or TV before they pick up their newspapers, so they are reducing the space devoted to such stories."[6]

Such a response on the part of newspaper editors to the problems of readership and circulation may turn out to be counter-productive as far as the young are concerned. If the young adults of this generation are more mobile, better educated and more affluent than past generations, it makes sense to speculate about their information needs and desires. Vance Packard, in A Nation of Strangers suggested that "great numbers of inhabitants feel unconnected to either people and places and throughout much of the nation there is a breakdown in community living."[7] In a revealing study of mobile, young executives, Jennings discovered that the mobile manager not only manages differently from his less mobile counterpart, but lives differently too. According to Jennings, the mobile manager:

> "gears his family community relations to the pattern of arriving, performing, and departing. With everyone he likes to be pleasant but a little distant and to avoid people who are unaccustomed to his style of living. They also tend to place a high value on family life because their frequent moves cause them to rely more upon each other because the family is the only secure refuge."[8]

There may be a lesson here for editors and publishers of newspapers. The lesson is that the young, mobile, affluent person is not a person of the local community. The young, mobile person is a

resident of a particular locale, but his world is the larger community. In Merton's terms, he is a "cosmopolitan."[9] Or as Toffler put it:

> The man on the move is ordinarily in too much of a hurry to put down roots in any one place. Thus an airline executive is quoted as saying he avoids involvement in the political life in his community because "in a few years I won't even be living here. You plant a tree and you never see it grow."[10]

This paper is an attempt to explore the hypothesis that younger adults are more mobile, less attached to the local community and more active than their older counterparts in the community. If young adults are more cosmopolitan than their elders as hypothesized, they should also be less interested in local news than their elders. It would also seem likely that they would spend less time reading the local newspaper and not read it as thoroughly as their elders. Folk wisdom also argues that they depend more than their elders on television for news.

In an attempt to get at the answers to these hypotheses, a secondary analysis of a much larger study was done.[11] In addition, survey data from a 1974 study of the Huntington, West Virginia Advertiser's move to a magazine format was analyzed as well as a comprehensive study of several Michigan newspapers which was done in 1975. The Michigan study was a survey of 833 readers and non-readers of several daily newspapers outside the Detroit metropolitan area including 315 persons between 18 and 35. Another source was the report recently issued by Yankelovich, Skelly and White, Inc., "Young People and Newspapers."[12] This study was commissioned by Harte-Hanks Newspapers and was done on a national scale.

RESULTS

The basic data for this analysis came from a survey done in Virginia Beach, Virginia in 1973.[13] The total number of persons included in the survey was 830. The total sample was broken down into three groups for the purpose of this analysis: there were 228 persons between the ages of 18 and 24, 218 persons between 25 and 29, and 383 persons 30 and older. The Huntington sample was much smaller and included only 29 persons between the ages of 18 and 24. The Michigan study unfortunately used a different age breakdown and reported some 315 persons between the ages of 18 and 34. Therefore, the hypotheses were tested using the Virginia Beach data and the morning paper.

Mobility. The first set of questions analyzed was to determine the mobility of the young persons in the sample to see if they were more mobile than their elders as hypothesized. The results of the analysis are reported in Table 1. Four questions were asked to measure the mobility factor. The differences are real and significant. Nearly three quarters of the 18 to 24 year olds had lived at their present address less than one year. And less than half of them had lived in the area for more than three years. But the most telling statistic is the response to the question, "How much longer do you anticipate living in this area?" Only slightly more than half of the 18 to 24 year olds expected to be living in the area for more than three years. On the other hand, almost four fifths of the 30 and over respondents expected to be living in the area for more than three years.

The differences in the Huntington data, based on only two of the same questions, were also significant. Fewer of the younger respondents had lived in the area more than three years and fewer of the younger respondents believed they would be living in the area for more than three years.

The Michigan study did not ask any questions having to do with mobility of the respondents. The Yankelovich study reports, "...in terms of demographic characteristics, they are the best educated and most affluent young people this nation has produced. They are also the most mobile."[14]

TABLE 1 ABOUT HERE

Attachment to Community. The Virginia respondents were asked three questions designed to measure their feelings of attachment to the community. These results are reported in Table 2. Again the results are statistically significant as well as dramatic in the real sense. A majority of the 18-24 year olds reported liking living in the area "very much," but only a bare majority. Among those 30 and older, three-quarters of the respondents liked living in the area very much.

This was the only question asked in the Huntington study, but again there was a significant difference between the younger and older respondents. Some 65% of the younger respondents liked living in the Huntington area, but 86% of the older respondents liked living in the area.

When asked where they would prefer to live, the Virginia respondents gave significantly different answers depending upon

age. The younger respondents would prefer to live in a smaller community (42.5%), but the older respondents would prefer to live in "this city" (59.8%).

While 57% of the younger respondents in the Virginia survey did not think of the area as their "real home," some two thirds of the older respondents did (66.8%).

The Michigan study did not report any findings on the attachment to community factor.

TABLE 2 ABOUT HERE

Community Orientation. Three standard cosmopolitan-localism questions were asked of the Virginia respondents.[15] If the hypothesis of young people being less oriented to the local community than older people is correct, more of the younger people should answer the questions in the "cosmopolitan" mode than the older people. This was the case. The results are reported in Table 3. It can be seen that there are significant differences in the responses to each of the three questions. In every case, the younger respondents differed from the older respondents in their replies. It should be noted that in response to the first question, all of the respondents answered in the cosmopolitan mode, but more of the younger respondents answered in the cosmopolitan mode than the older respondents.

In response to the second question, all the respondents answered in the "localite" mode, but again the younger respondents differed significantly from the older respondents in the frequency

of responses in the "localite" mode. In response to the third question, more of the younger respondents reported not preferring a local for a public office than the older respondents.

No data on this variable was collected in either the Huntington or the Michigan studies.

TABLE 3 ABOUT HERE

Leisure Time Activity. Four questions were asked of the Virginia respondents to measure this variable. Again the results show significant differences in the way the younger and older respondents spend their time. These data are shown in Table 4. The younger respondents spend a great deal of time away from home. Respondents were asked how they spent their time on weekends, how often they visited friends, how often they went out for entertainment and how often they participated in sports. There is a direct positive correlation between age and the amount of time spent at home. The younger the respondent, the less time he spends at home. Of course, the younger respondent is much less likely to be a homeowner than the older respondent and, therefore, is much less tied down to the chores around the home that homeowners must perform. It can be seen in the responses to the first question that many more of the older respondents report that they spend their weekends doing work around the house. Since the younger respondents spend considerably less time at home than the older respondents, they have less time to read newspapers than

the older respondents. Neither the Huntington nor the Michigan study reported data which measures this variable. The Yankelovich study comments that the differences in life styles between the young and "old" leads to different information needs--needs which are not well met by the traditional newspaper.

TABLE 4 ABOUT HERE

Time Spent With Newspapers and Amount Read. If young people are not spending as much time at home, are not as attached to the local community and are more cosmopolitan in outlook than older people in the community, they should also spend less time reading local papers and read less of them. As Table 5 shows, this is the case: 52% of the 18 to 24 year olds spend 15 minutes or less with the morning paper every day.

In the Michigan study, the median amount of time spent reading the paper was 17 minutes for 18 to 34 year olds while it was 46 minutes for those 55 and older.

In Huntington 54% of the 18-24 year olds spent 40 minutes or less with the paper compared to the 25-34 year olds and those over 35 of whom 51% spent over 40 minutes reading the paper every day.

There are also significant differences between the young and old in frequency of reading. The younger people are much

less likely to read the paper on a daily basis than the older people. And, they are much less likely to read most of the paper when they do read it. By way of contrast, 44% of the older respondents said that they read most of the paper and 62% of them reported that they read the paper every day.

Neither the Huntington study nor the Michigan study reported data indicating the amount of the paper read on a daily basis. The Yankelovich study reported "...they are looking for a reason to read the paper every day. A little news goes a long way unless it is dramatic, salient, different, explanatory, new."[16]

TABLE 5 ABOUT HERE

Kind of News Read. The differences between the younger people and the older people already established should predict differences in the kinds of information sought in the local newspapers. It can be predicted that local news should be of less interest to the younger people than to the older people. Table 6 shows that in response to questions about their reading of local and world and national news the younger respondents differ significantly from the older respondents in each case.

Of particular interest in Table 6 is that in both cases more of the older people read each category of news than the younger respondents. Among the younger respondents, however, it is important to note that more of them report reading world and national news than local news. Some 35% of the 18 to 24 year

olds said that they read "most" or "some" local news, while 42% of that age group report reading "most" or "some" world and national news.

In the Huntington study, the 18 to 24 year olds differed significantly from the older respondents only in the amount of local news read--fewer of the younger respondents read local news. More of the younger respondents reported reading "a lot" of the world and national news than local news, but the differences between the younger and older respondents are not statistically significant.

Although the Michigan study did not report readership data it did report responses to the question, "What should appear on the front page everyday?" In response to this question, the younger (18-35) respondents overwhelmingly answered "most important national news of the day" (93%), and "most important international news of the day" (85%). On the other hand, among respondents 55 and older 88% thought the front page should contain the most important national news of the day and only 78% thought the front page should contain the most important international news of the day.

More interestingly, 73% of the younger respondents thought that the front page should contain "most important local news of the day" compared to 83% of the respondents 55 and older.

The Yankelovich study reported that many young adults are reading newspapers for national and world news as well as for local news.

TABLE 6 ABOUT HERE

Television News. The respondents were also asked about their use of television news. Television is supposed to be the main competitor for newspapers, especially for world and national news, and the Roper studies of relative credibility of the media have newspaper people on the defensive. Table 7 shows the differences in television viewing by young and old. The respondents were asked how often they watched television news, how often they watched local television news and how often they watched national, or network, news.

It can be seen that in every case more of the older group watched television news than the younger group. This fits with the overall pattern of spending more time at home than the younger respondents.

But the most interesting finding in Table 7 for the purpose of this analysis is that there is no statistically significant difference between the age groups in the frequency of viewing of world and national news. On the other hand, when they do watch television news (which is less often than the 30+ group) the majority of the younger people watch local news, but significantly fewer of them watch it than the 30 and older group.

Similar results were obtained in Huntington. Some 78% of the younger respondents reported watching the network news

several times a week or more often compared to 71% watching local news. But for both national and local news the older people watched the news in significantly larger numbers.

TABLE 7 ABOUT HERE

News Looked up in Paper. In the Virginia study, respondents were asked if they ever looked in the paper for more information about something they saw or heard on television. They were next asked (if they responded in the affirmative) what sort of news they looked up in the newspaper. Their responses are shown in Table 8. It can be seen that more of the younger group looked for more information about world and national news than older respondents, although more of all age groups looked up world and national news than local news.

TABLE 8 ABOUT HERE

Total Amount of Time Watching TV. Respondents were asked to estimate the total amount of time spent watching television on a typical weekday. There were no differences observed between the three age groups. It should be pointed out that in every age group the majority of the respondents reported watching 3 or more hours of television a day.

SUMMARY AND CONCLUSIONS

This study was designed to test the major hypothesis that young adults who are generally the best educated, most affluent and most geographically mobile class that this nation has ever produced are more interested in the events of the world outside their immediate (and temporary) locale than they are in local events. It was suggested that this would be the case because the young adults are generally less "tied" to the local community in which they are living than their older fellow citizens.

In order to test the hypothesis, data from three studies were analyzed. The analysis revealed some interesting contrasts between the information gathered in Virginia Beach, Virginia and in Huntington, West Virginia. Virginia Beach had a larger and more transient population than Huntington, and the data support the major hypothesis as well as the several research hypotheses. In Huntington, which was smaller and much more stable, the data also supported the major hypothesis, but the differences were not as strong and, because of small numbers, are not as reliable. Still, the results were in the hypothesized direction. In Huntington, fewer of the younger respondents read local news than older respondents and more of the younger respondents reported reading "a lot" of the world and national news than local news.

Even the Michigan study, which did not specifically measure the amount of news read, found that more of the younger respondents were likely to believe that the "most

important national news of the day" should appear on page one than those respondents 55 and older. They also believed that the front page should contain the "most important international news of the day" in greater numbers than the older respondents.

The results of this study strongly suggest that as Prof. Harold Hill of "The Music Man" said, "You've got to know the territory." Even in Huntington, however, where the population is much more stable than in Virginia Beach, younger respondents reported reading "a lot" of the world and national news.

These results suggest therefore, that newspapers should not consider reducing the amount of national and international news in favor of local news if they are interested in keeping and attracting the interest of younger readers. It appears that young adults respond to thorough coverage of the national and world scene. And, it should be pointed out, so do large numbers of older adults.

It should also be kept in mind, however, that the younger readers are emphatically not as thorough nor as frequent in their reading of newspapers as the older readers. The implications of this is that they are not as well able to keep up with continuing stories as older readers. Perhaps newspapers will have to de-emphasize timely reporting and give more consideration to backgrounding and summary reports on a weekly or other less-than-daily basis. As the Yankelovich study suggests: "young people would like to see newspapers supplement television coverage, not repeat it."[17] Certainly the data reported in Table 8 suggest that readers of all ages

turn to newspapers for more information about some things they have seen on television.

The fact that the young readers are not daily reader of the local newspaper underscores the notion that the newspaper will have to have something of interest to them each time they pick up the paper. They apparently are active in many other activities away from home which take time away from reading newspapers. The Michigan study found that 54% of the readers between the ages of 18 and 34 reported reading the paper "if I have time." Only 34% of the respondents between 35 and 54 responded in the same way.

Toffler's concept of "information overload" suggests that the proliferation of information has become so great that keeping up with what is going on is actually becoming not only impossible, but dysfunctional.[18] Because of the proliferation of information and the rising affluence which makes it possible for more and more people to pursue their own interests, it is becoming increasingly necessary for people to narrowly define their interests. This suggests an opportunity as well as a problem. The message in this is that the newspaper has many more fields of interest to explore. The Yankelovich study suggests that young people would like to see more in the paper about the kinds of things they are interested in.

The message to the editor seems to be to report thoroughly the important issues in international, national and local news, but not necessarily in the same daily fashion as has been traditional. This might then allow more space to pursue some

of the other interests of the readers in more depth and breadth than has been done in the past.

None of the data reported in this study suggest that young readers are not interested in local news, but more of them seem to follow extra-local news than local news. The results of Table 7 need further interpretation, but some hypotheses which are suggested include the notion that people of all ages watch the entire newscast, local along with network; that it is easier to "keep up with local news" by simply watching television than to read about it; that television news alerts the viewer to important local news which can later be supplemented by the newspaper.

The data in Tables 7 and 8 suggest that all ages "monitor" the news through the use of television but turn to newspapers for more detail about world and national news than local news in larger numbers.

These hypotheses would be fruitful to investigate in future research. Again certain differences would be expected in different situations. For example, what would be the case in a very large metropolitan area where "local" news on television and in the metro daily would tend to be news of the central city? On the other hand, what would be the case in smaller markets where there is no local television station?

Finally, it must be remembered that interests, and, therefore, information needs change and a more constant monitoring of the reader's information needs is necessary.

TABLE 1

Mobility by age groups for Virginia and West Virginia Samples

	Virginia			West Virginia		
How long at present address?	18-24 N=228	25-29 N=218	30+ N=383	18-24 N=29	25-34 N=69	35+ N=230
Less than 3 years	92.1%	91.8%	62.4%			
More than 3 years	7.9	8.2	37.6			
$X^2 = 137.2$, df = 2, $p < .001$						
How long lived in area?						
Less than 3 years	57.3%	53.2%	28.5%	17.3%	13.1%	1.8%
More than 3 years	42.7	46.8	71.5	82.7	86.9	98.2
$X^2 = 60.9$, df = 2, $p < .001$				$X^2 = 21.63$, df = 2 $p < .01$		
How much longer anticipates living in area?						
Less than 3 years	48.2%	40.6%	20.1%	30.8%	20.3%	14.0%
More than 3 years	51.8	59.4	79.9	69.2	79.7	86.0
$X^2 = 95.1$, df = 2, $p < .001$				$X^2 = 5.52$, df = 2, $p < .05$		

TABLE 2

Attachment to community by age groups for Virginia sample

	Age Group		
How feels about living in area	18-24 N=228	25-29 N=218	30+ N=383
Likes very much	53.5%	62.7%	74.9%
Likes some	29.4	26.4	16.2
Not much	11.4	7.7	6.3
Not at all	5.7	3.2	2.6
$X^2 = 32.10$, df = 6, $p < .001$			
Where prefer to live?			
This city	35.5%	45.0%	59.8%
Larger city	12.3	10.0	7.3
Smaller city	42.5	33.6	26.1
Other	9.2	11.4	6.8
$X^2 = 40.12$, df = 6, $p < .001$			
Thinks of area as "real home"			
yes	43.0%	48.2%	66.8%
no	57.0	51.8	33.2
$X^2 = 38.59$, df = 2, $p < .001$			

TABLE 3

Community orientation by age groups for Virginia sample

		Age Group		
		18-24 N=228	25-29 N=218	30+ N=383
Local events are more interesting				
	Agree	35.4%	21.9%	40.7%
	Disagree	64.6	78.1	59.3
	$X^2 = 21.82$, df = 2, $p < .01$			
Local community is backbone of America				
	Agree	69.5%	71.3%	78.5%
	Disagree	30.5	28.7	21.6
	$X^2 = 6.93$, df = 2, $p < .05$			
Prefer a local person for local elected office				
	Agree	42.7%	31.7%	54.5%
	Disagree	57.2	68.2	45.5
	$X^2 = 28.85$, df = 2, $p < .001$			

TABLE 4

Leisure time activity by age groups for Virginia sample

		Age Group		
		18-24 N=228	25-29 N=218	30+ N=383
How spends time on weekends?				
	Housework	4.9%	8.7%	20.2%
	Outdoors	51.3	58.3	34.4
	Short Drives	3.1	1.8	2.7
	Shopping	2.2	4.6	6.5
	Other	38.4	26.6	40.2
	$X^2 = 63.6$, df = 8, $p < .01$			
How often visits friends?				
	Less than once or twice a month	10.6%	14.2%	28.9%
	Once or twice a month	19.5	33.9	31.6
	Once or twice a week	49.6	47.2	35.5
	Almost daily	20.4	4.6	3.9
	$X^2 = 96.6$, df = 6, $p < .001$			
How often goes out for entertainment?				
	Less than once or twice a month	11.5%	13.3%	29.7%
	Once or twice a month	29.6	34.4	32.5
	Once or twice a week	48.7	50.5	36.7
	Almost daily	10.2	1.8	1.0
	$X^2 = 73.16$, df = 6, $p < .001$			

TABLE 4 (CONT'D)

How often participates in sports?	18-24	25-29	30+
Less than once or twice a month	35.7%	38.8%	67.5%
Once or twice a month	18.1	16.4	7.7
Once or twice a week	33.9	33.3	20.9
Almost daily	12.3	11.4	4.0

$X^2 = 79.29$, df = 6, $p < .001$

TABLE 5

Readership of the morning newspaper by age groups for Virginia sample

	Age Groups		
	18-24 N=228	25-29 N=218	30+ N=383
How often reads the paper			
Daily	27.6%	37.7%	62.4%
Several times a week	9.2	9.1	5.0
Weekly	11.8	6.8	6.3
Less than weekly	1.8	0.9	0.5
Does not read morning paper	49.6	45.5	25.8
$X^2 = 81.82$, df = 8, $p < .001$			
How much of paper read?			
Most	17.1%	25.9%	43.6%
Some	22.8	24.1	24.0
Just glances	10.5	4.1	5.7
Does not read morning paper	49.6	45.9	26.6
$X^2 = 67.4$, df = 6, $p < .001$			
Time spent reading paper			
Less than 15 minutes	51.8%	47.3%	28.2%
15 to 30 minutes	24.6	27.7	30.8
30 minutes to 1 hour	17.1	19.5	30.0
1 hour to 1-1/2 hours	3.5	1.8	5.7
1-1/2 hours to 2 hours	2.6	3.2	3.4
More than 2 hours	0.4	0.5	1.9
$X^2 = 44.4$, df = 10, $p < .01$			

TABLE 6

Readership of local news versus world and national news by age group for Virginia and West Virginia samples

Virginia Sample

	Age Group		
	18-24 N=228	25-29 N=218	30+ N=383
Amount of local news read in morning paper			
Most	17.5%	24.5%	49.3%
Some	18.0	18.2	15.7
Glances	13.2	11.4	7.6
None	1.8	0.5	1.3
Does not read morning paper	49.6	45.5	26.1
$X^2 = 83.3$, df - 8, $p < .001$			
Amount of world and national news read in morning paper			
Most	27.2%	34.5%	44.6%
Some	14.5	15.0	19.3
Glances	6.6	4.1	8.9
None	2.2	.9	1.0
Does not read morning paper	49.6	45.5	26.1
$X^2 = 47.03$, df = 8, $p < .001$			

TABLE 6 (CONT'D)

West Virginia Sample

	Age Group 18-24 N=10	25-34 N=38	35+ N=48
Amount of local news read			
A lot	30%	37%	81%
Not a lot	70	63	19
X^2 =20.9, df = 2, p <.001			
Amount of world news read			
A lot	50%	60.5%	59.5%
Not a lot	50	39.5	40.5
	not significant		
Amount of national news read			
A lot	50%	62.1%	58.9%
Not a lot	50	37.8	41.1
	not significant		

Michigan Sample

	Age Group 18-34 N=315	35-54 N=269	55+ N=238
What should appear on page one each day?			
Most important national news of the day	93%	91%	88%

TABLE 6 (CONT'D)

Most important international news of the day	85%	80%	78%
Most important local news of the day	73	84	83

N.B. Totals more than 100% because of multiple responses

TABLE 7

Kind of television news watched by age groups for Virginia and West Virginia samples

	Virginia				West Virginia		
	Age Groups				Age Groups		
How often watches local news on television	18-24 N=228	25-29 N=218	30+ N=383		18-24 N=28	25-34 N=69	35+ N=225
Usually	72.7%	82.3%	82.9%	Almost daily	46.4%	55.1%	69.8%
Sometimes	20.3	14.1	13.9	Several times a week	25.0	21.7	19.1
Almost never	7.0	3.2	2.4	Once a week	10.7	14.5	4.4
Does not watch	0	0.5	0.8	Less often	17.9	8.7	6.7
$X^2 = 16.5$, df = 6, $p < .05$				$X^2 = 15.8$, df = 6, $p < .05$			
How often watches national news on television?							
Usually	71.8%	80.9%	79.6%	Almost daily	50.0%	47.8	69.9
Sometimes	22.5	16.4	17.0	Several times a week	28.6	33.3	18.6
Almost never	5.7	2.3	2.6	Once a week	7.1	13.0	5.8
Does not watch	0	.4	.8	Less often	14.3	5.8	5.8
$X^2 = 11.4$, df = 6, p = ns				$X^2 = 17.15$, df = 6, $p < .01$			

TABLE 8

Kind of news looked up in paper to obtain more information after having seen it on television by age group for Virginia sample

	Age Groups		
Kind of news looked up	18-24 N=144	25-29 N=153	30+ N=246
Local	19.4%	19.6%	27.6%
World & National	59.0	62.7	47.9
Other	21.5	17.6	24.3

$X^2 = 10.1$, df = 4, $p < .05$

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